

.

---

**From:** Letchford, John (ITD) <john.letchford@massmail.state.ma.us>  
**Sent:** Wednesday, October 26, 2011 8:00 PM  
**To:** Hanchett, James (DPH)  
**Subject:** Announcing New Mass.Gov Design

I am pleased to announce that the Commonwealth will launch a totally redesigned Mass.Gov portal this Thursday afternoon, October 27. The new portal is the culmination of a year-long effort to improve usability which began with engaging customers in extensive usability studies to gather feedback on the current website, understand their preferences and address their most important needs. Please take the time to read about the major changes which are highlighted below.

### **Three key improvements to Mass.Gov: *Sleek look, new navigation, improved organization***

When you access Mass.Gov on Thursday afternoon, notice the changes that we've made. All are based on customer feedback and formal usability studies:

- Pages are clean and stream-lined. You will find them more readable and easier to scan.
- New navigation to help you find what you want more quickly and easily.
- Effective information organization so you will click and scroll less.

### **Mass.Gov Improvements at a Glance:**

#### **Pages are clean and streamlined - readable and easier to scan**

You'll notice a lot less clutter and more white space.



#### **Information is organized more effectively - less clicking and scrolling**



#### **New Navigation - find what you want quickly and easily**



## What You Can Expect

This new design will be phased in across all Mass.Gov websites through early December. Please note:

- Some sections of the website will be in the new design, while other sections will remain in the old design until early December.
- Initially, you may encounter some broken links. When this happens, you will be redirected to a page customized to help you get to the information you desire.
- We encourage you to create new bookmarks for your favorite Mass.Gov pages; Mass.Gov pages have new, meaningful URLs.
- You will notice continuing improvements to the content over the next few months throughout all Mass.Gov sites. Check back often!
- The following websites will launch on October 27: [Mass.Gov](#), [Governor](#), [Attorney General](#), [Comptroller](#), [Treasury](#), [Housing and Economic Development](#), [Administration and Finance](#), [Veterans](#), [Health Care Quality and Cost Council](#).
- Watch News and Updates on the Mass.Gov homepage for the availability of additional redesigned websites.